

## Property Profile

**9000 S. 700**

9000 S. 700 , Sandy, UT 84070









Market Specific Criteria	1 Mile Radius	3 Mile Radius	Utah
Predominant Consumer Lifestyles	26.7% Young Literati 19.8% Blue-Chip Blues 18.2% Family Scramble 17.4% American Dreams 11.2% Mobility Blues 6.8% Upstarts & Seniors	15.8% American Dreams 14.8% Kids & Cul-de-Sacs 11.5% Mobility Blues 9.3% Blue-Chip Blues 9.0% Big City Blend 7.7% Family Scramble	5.5% Boomers & Babies 5.1% Big City Blend 4.7% Kids & Cul-de-Sacs 4.4% Town & Gowns 4.4% Single City Blues 4.2% Starter Families
2002 Population	8,066	127,060	2,296,798
2002 HHs	2,869	41,222	722,318
5 Year Market Growth	-0.6%	0.7%	6.5%
Business Population	3,558	61,783	1,148,991
Average HH Size	2.8	3.1	3.2
Median Age	31.9 years	29.6 years	27.2 years
Population Age Under 5	7.8%	8.4%	9.3%
Population Age 5 - 14	13.7%	16.7%	17.2%
Population Age 15 - 17	4.9%	5.7%	5.6%
Population Age 18 - 24	12.8%	13.0%	14.5%
Population Age 25 - 34	15.1%	14.1%	14.2%
Population Age 35 - 44	12.6%	14.1%	13.0%
Population Age 45 - 54	13.0%	13.4%	11.0%
Population Age 55 - 64	9.1%	7.9%	6.8%
Population Age 65+	10.8%	6.6%	8.4%
White / Blue Collar Ratio	60.1% / 39.9%	66.5% / 33.5%	58.7% / 41.3%
Education Level	15.1% 4+ yrs college 29.3% <4 yrs college	25.7% 4+ yrs college 29.8% <4 yrs college	21.7% 4+ yrs college 28.0% <4 yrs college
Average HH Income	\$62,202	\$79,183	\$65,291
Median HH Income	\$53,854	\$67,810	\$51,893
Per Capita Income	\$22,125	\$25,689	\$20,533
Income \$35,000-\$49,999	14.8%	13.2%	16.5%
HH Income \$50,000+	52.5%	64.7%	52.1%
HH Income \$75,000+	29.1%	40.5%	28.6%
HH Income \$100,000+	13.9%	23.5%	15.0%
Homeowners %	68.2%	72.2%	71.6%
Ethnicity	92.5% White 0.6% Black 2.3% Asian Pac. Isl. 7.0% Hispanic	90.2% White 0.7% Black 2.6% Asian Pac. Isl. 8.7% Hispanic	88.8% White 0.8% Black 2.4% Asian Pac. Isl. 9.6% Hispanic

## Consumer Lifestyle Profile

(1 Mile Radius)







9000 S. 700 , Sandy, UT 84070

<b>Cluster Name</b> <b>Socio-Economic Rank</b> <b>% of Total Households</b>						
	Young Literati Upper Middle 26.7%	Blue-Chip Blues Middle 19.8%	Family Scramble Lower Middle 18.2%	American Dreams Upper Middle 17.4%	Mobility Blues Middle 11.2%	Upstarts & Seniors Middle 6.8%
<b>Predominant Characteristics</b>	Upscale urban singles and couples	Upscale blue-collar families	Low-income Hispanic families	Established urban immigrant families	Young blue-collar/service families	Middle income empty nesters
	The leaders in education	Dual income, high school educated	Ranks third in Hispanic population	Descendants of multi-ancestries	Ethnically mixed and very mobile	Employable, single and childless
	A mix of executives, professionals & students	Large suburban families	Has an above-average number of Native Americans	Live in multi-racial, multi-lingual neighborhoods	Have large families with children	Share average educations and incomes
	Have few children	Concentrated in the Great Lakes area	Display all the scars of poverty	Tend to have big families	High Hispanic population	Prefer living in condos and apartments
<b>Ethnic Diversity</b>	<i>Dominant White, High Asian</i>	<i>Predominantly White</i>	<i>Predominantly Hispanic</i>	<i>Mixed</i>	<i>Ethnically Diverse, High Hispanic</i>	<i>Predominantly White</i>
<b>Family Type</b>	<i>Singles and Couples</i>	<i>Married Couples with and without Children</i>	<i>Singles, Single Parents, Married with Children</i>	<i>Married Couples w/Children</i>	<i>Married Couples with Children, Single Parents</i>	<i>Married Couples, Singles</i>
<b>Key Housing Type</b>	<i>Renters Multi-Unit 2-9 and 10+</i>	<i>Owners Single Unit</i>	<i>Renters Multi-Unit 2-9</i>	<i>Owners Single Unit</i>	<i>Renters Multi-Unit 2-9 and 10+</i>	<i>Renters Multi-Unit 2-9 and 10+</i>
<b>Predominant Age Ranges</b>	<i>25 to 44</i>	<i>35 to 64</i>	<i>Under 18, 25 to 34</i>	<i>Mixed</i>	<i>Under 18, 25 to 34</i>	<i>25 to 54, 65+</i>
<b>Education</b>	<i>College Graduates</i>	<i>High School, Some College</i>	<i>Grade School, High School</i>	<i>Some College</i>	<i>High School, Some College</i>	<i>High School, Some College</i>
<b>Employment</b>	<i>Professional</i>	<i>Blue-Collar / White-Collar</i>	<i>Service / Blue-Collar</i>	<i>White-Collar</i>	<i>Blue-Collar / Service</i>	<i>White-Collar</i>
<b>Median Income</b>	<i>Upper Middle / \$52,100</i>	<i>Middle / \$47,500</i>	<i>Lower Middle / \$20,600</i>	<i>Upper Middle / \$51,700</i>	<i>Middle / \$33,600</i>	<i>Middle / \$35,600</i>
<b>Publications</b>	<i>Elle, Metropolitan Home, Rolling Stone, Time, Road &amp; Track, GQ, Penthouse</i>	<i>Elle, Car Craft, Chicago Tribune, Runner's World, Popular Science, Muscle &amp; Fitness, Bride's, Inside Sports</i>	<i>Baby Talk, Family Handyman, Hunting, Seventeen, Parenting, Hot Rod, Woman's World, Star</i>	<i>Home, Motor Trend, Tennis, Working Mother, Business Week, People, Time, Vogue, Life</i>	<i>Boating, Flower and Garden, Sport, Modern Bride, Road &amp; Track, Parenting, Family Handyman, Home</i>	<i>Allure, Self, Town &amp; Country, Flower and Garden, Harper's Bazaar, Runner's World, Vanity Fair, Shape</i>

## Consumer Lifestyle Profile

(3 Mile Radius)

9000 S. 700 , Sandy, UT 84070

<b>Cluster Name</b> <b>Socio-Economic Rank</b> <b>% of Total Households</b>						
	American Dreams Upper Middle 15.8%	Kids & Cul-de-Sacs Affluent 14.8%	Mobility Blues Middle 11.5%	Blue-Chip Blues Middle 9.3%	Big City Blend Middle 9.0%	Family Scramble Lower Middle 7.7%
<b>Predominant Characteristics</b>	Established urban immigrant families	Upscale suburban families	Young blue-collar/service families	Upscale blue-collar families	Middle-income immigrant families	Low-income Hispanic families
	Descendants of multi-ancestries	Ranked first in married couples with children	Ethnically mixed and very mobile	Dual income, high school educated	Most ethnically diverse of the Urban Midscale clusters	Ranks third in Hispanic population
	Live in multi-racial, multi-lingual neighborhoods	Large 4+ person families	Have large families with children	Large suburban families	Have large families	Has an above-average number of Native Americans
	Tend to have big families	Family governs its lives and activities	High Hispanic population	Concentrated in the Great Lakes area	Work in white and blue-collar jobs	Display all the scars of poverty
<b>Ethnic Diversity</b>	Mixed	Dominant White, High Asian	Ethnically Diverse, High Hispanic	Predominantly White	Ethnically Diverse	Predominantly Hispanic
<b>Family Type</b>	Married Couples w/Children	Married Couples w/Children	Married Couples with Children, Single Parents	Married Couples with and without Children	Single Parents, Married Couples with Children	Singles, Single Parents, Married with Children
<b>Key Housing Type</b>	Owners Single Unit	Owners Single Unit	Renters Multi-Unit 2-9 and 10+	Owners Single Unit	Renters, Owners Single Unit	Renters Multi-Unit 2-9
<b>Predominant Age Ranges</b>	Mixed	Under 18, 35 to 54	Under 18, 25 to 34	35 to 64	Under 14, 25 to 44	Under 18, 25 to 34
<b>Education</b>	Some College	College Graduates	High School, Some College	High School, Some College	High school, Some College	Grade School, High School
<b>Employment</b>	White-Collar	White Collar / Professional	Blue-Collar / Service	Blue-Collar / White-Collar	White-Collar / Blue-Collar	Service / Blue-Collar
<b>Median Income</b>	Upper Middle / \$51,700	Affluent / \$61,600	Middle / \$33,600	Middle / \$47,500	Middle / \$39,700	Lower Middle / \$20,600
<b>Publications</b>	Home, Motor Trend, Tennis, Working Mother, Business Week, People, Time, Vogue, Life	Skiing, Money, Business Week, Working Woman, Baby Talk, GQ, Consumer's Digest, Personal Computing	Boating, Flower and Garden, Sport, Modern Bride, Road & Track, Parenting, Family Handyman, Home	Elle, Car Craft, Chicago Tribune, Runner's World, Popular Science, Muscle & Fitness, Bride's, Inside Sports	Car Craft, Sport, Baby Talk, Photo Magazines, Shape, Organic Gardening, Vogue, Vanity Fair	Baby Talk, Family Handyman, Hunting, Seventeen, Parenting, Hot Rod, Woman's World, Star